

The Pen Prophet

VOL. I

MARCH

1903

No. 1

The stronger the faith the greater the need of a prophet to express it.

This little paper is the prophet of the Waterman Ideal Fountain Pen.

Its mission is to proclaim pen truths—to spread around the world the complete knowledge of the most perfect pen that has been developed in the whole history of the art of writing.

(A prophet does not have to be modest for fear of being thought egotistical. He is not talking about himself, but of something in which he thoroughly believes, and cutting the truth down for the sake of appearing modest would be as reprehensible on the part of a prophet as wilful exaggeration).

Some prophets have a lonesome time of it at first because nobody is ready to listen to what they have to say. The PEN PROPHEET is of the more fortunate sort that finds a large following already created. The people who make the pen, the people who sell it and the vast number of people who use it are staunch believers in what he has to say.



There is
one Ideal
and
Waterman
is its
Prophet

PEN PROPHEET—PEN PROFIT. What have they to do with each other?

Just this: A firm belief in the excellence of an article is a very important factor in success in selling it.

Suppose the matter in hand is a pen. Your real attitude toward it is revealed in the way you pick it up, the way you handle it, in the very inflections of your voice as you speak of it. Unconsciously your customer is influenced by these almost imperceptible things as much as by your

spoken statements. Haven't you found it so?

It is the special pride of the makers of the Waterman Ideal Fountain Pen that the thousands of retailers who handle it have a deeply rooted faith in its superiority, first as a pen, and second as an article of merchandise, so that each in his way is a Pen Prophet and not merely a seeker for Pen Profit.



L. E. Waterman

Inventor of Waterman's Ideal Fountain Pen and Founder of the
L. E. Waterman Co.

In his address at Mr. Waterman's funeral Dr. Hillis said:
"If every man who has been blessed by the use of one of
Mr. Waterman's pens should put a rose on his grave there
would be a mountain of roses."

A P r o p h e c y

Or,
as other papers would call it,
A Prospectus

THE PEN PROPHET will discuss from time to time the subject of pen selling in its various connections. Pen selling, viewed as a whole, is a larger subject than you may have thought. In early issues of the paper the following matters will be taken up:

First.—A Prize Contest, which the Prophet frankly admits is instituted to promote study of the book, "Waterman Ideal Salesmanship." This is a contest in which you cannot lose. If you fail to get one of the numerous prizes you get what is even more valuable—the benefit of study, directly helpful to you in your business; for this book, while devoted primarily to pen selling is really about salesmanship in general. If you have not already a copy of it you should send for it at once. Terms of contest on back page.

Second.—A good share of the Prophet's attention will be devoted to the Dip-no-more Society—the million or more men and women who are now using Waterman's Ideal Fountain Pen. It is worth your while to keep informed about the Dip-no-mores and how their number is growing. You should know what classes of people are being added most rapidly, and how they may be approached on the subject of membership—which consists simply in buying a pen.

Third.—"Pen Practice" and "Pen Push" will be regular departments of the paper. The first of these will keep before you the subject of pen-selling in all its phases. Pen Push is to help you in your local advertising, and to let you know about the new advertising matter we are getting out for your use. It will also include suggestions for unique window displays.

Fourth.—Another regular department,—we have no name for it yet and ask all good Dip-no-mores to send in suggestions,—will be devoted to news of salesmen and dealers. The eight thousand people selling Waterman Ideal Fountain Pens must have a good many valuable ideas to exchange, and this department is the medium through which the exchange may be effected.

Have you satisfied a very exacting customer with a pen, and, if so, how did you do it? Have you sold a pen to any person of national prominence—politician, artist or writer? Is there any very young or any very old Dip-no-more in your vicinity? Have you designed any successful window display which you can tell about? Have you moved to a new and better store? Do you know of any document of great importance recently written or signed with a Waterman Ideal Fountain Pen? Has any noteworthy or amusing incident occurred in your pen business? These are a few of the matters that may appropriately appear in this department of the Pen Prophet. The salesmen and dealers who constitute the reading public of the Pen Prophet are the only people who can keep up this department and make it interesting. Address the Pen Prophet, care of L. E. Waterman Co., 173 Broadway, New York.

All the pages of the Pen Prophet will not be given over to regular departments. Some pages of each number will be saved for surprises, but it is no part of the duty of a prospectus to forecast these, as they will be the more enjoyable for not being predicted.

(See last page for Prize Contest.)

Pen Practice

The Dip-no-Mores. A Society Which has Organized Itself.

Think of it. A society nearly two millions strong and without a disgruntled member in it! What other body of equal size can say as much?

The American Society of Dip-no-mores began to organize itself over eighteen years ago, when the manufacture and sale of the Waterman Ideal Fountain Pen was begun in the back part of a cigar store on Fulton Street. The Society has grown so rapidly that it must indeed be an obscure place that cannot boast of at least a few members.

The badge of the Society is Waterman's Ideal Fountain Pen, and this, of course, is always in evidence, whether on shipboard, in the office, in school, at home or abroad. New York City policemen are fined from a half day to thirty days' pay if for any reason they omit to wear their badges. This penalty makes them very careful always to have their badges on, but the members of the Dip-no-more Society are just as solicitous about things. Not that the officers (the makers and sellers of the pen) would

inflict any dire punishment, but because Dip-no-mores have grown to regard the pen an essential piece of dress.

We have received hundreds of letters from our members telling us they consider Waterman's Ideal Fountain Pen as indispensable as a watch. A few days ago a letter came from Jefferson de Angelis, now appearing in "The Emerald Isle," who said, "It has actually become a part of dress. I would miss it almost as much as I would my hat."

The following letter was recently received:

December 14, 1902.

My Dear Sirs:—I wish to testify to the merit of your fountain pen which has been my faithful companion for the past six years. I cannot write with any other, and upon several occasions, when I have come to my studio without it, I have been obliged to send for it. As a time saver and in many other ways it has paid for itself a hundred times.

Yours very truly,
C. WARDE TRAVER.

These are but specimens of the enthusiastic reports we receive from time to time. It is small wonder that the Society has grown beyond all proportions when it is



In 1902

we added to the American Society of
Dip-no-mores

400,000 Members

How many can you add in 1903?



(See last page for Prize Contest.)

considered that there are no fees, with the exception of the initiation fee—the price of the pen—and no tasks are assigned. Each member, however, is requested to make a report—that is, to let us know how he likes the pen. These reports can be sent in any time after a week's or 99 years' use of the pen.

II.

When a member possesses two Waterman Ideal Fountain Pens, say one for black ink and the other for red, he becomes a Double Dip-no-more. The other day we had a call from a lady who was 8 times a Dip-no-more. She told us she travelled considerably and wrote a great deal, and liked to be well equipped. In a little hand-bag she had coarse, fine, stub, manifold and medium points, a silver Barleycorn pattern, a chate-laine pen and one solid gold seventy-five-dollar pen. Before leaving she became 9 times a Dip-no-more, as she purchased a No. 18 extra large barrel, which she said she expected to find useful on account of its extremely fine action and the large quantity of ink it held.

Everybody is eligible to membership in the American Society of Dip-no-mores, from the child just beginning school to the elderly man or woman who welcomes every possible assistance in the physical labor of writing.

III.

Every Dip-no-more officer—that is, every seller of Waterman Ideal Fountain Pens—should feel interested in the PEN PROPHECY, which is the official organ of the Society. He will pick up from the paper many ideas that will be useful in his work and much interesting news of fellow officers and their work. He should resolve to become at once a regular contributor to the Dip-no-more's Club Corner, sending in such matters of news and comment as come under his notice. There must be enough interesting pen experiences among the eight thousand dealers who sell Waterman Ideals to pack this department full of interest for months and months to come.

Every Dip-no-more officer should take pride in adding distinguished names to the

roll of the Society. Here are a few of the men and women of national prominence who already belong.

Roll of Distinguished Dip-no-mores.

Theodore Roosevelt,
Chauncey M. Depew,
George Dewey,
Hon. Herbert Wolcott Bowen.
Oliver Wendell Holmes,
Sir Thomas Lipton,
Robert E. Peary,
Viola Allen,
May Irwin,
Jessie Bartlett Davis,
Dr. Newell Dwight Hillis,
Hall Caine,
F. Frankfort Moore,
Ellen M. Stone.

Practice Saying "Ideal."

In speaking of the genuine Waterman Pen, salesmen should form the habit of using the word "Ideal" whenever it can be introduced without clumsiness.

To say "the Waterman *Ideal* Pen" has this or that feature is not too long a phrase to use readily in many connections, and by putting in the extra word you gain two distinct advantages:

1. The word "Ideal" is so descriptive of the pen that it does better service than any other adjective that can be so universally applied. Not only the best pen there is, but "the best pen you can think of"—that is Waterman's Ideal. The poor mediæval scribe with his ink pot and his homemade pen could not have made a mental image of a Waterman Ideal.

2. "Ideal" is the word which distinguishes the genuine Waterman Pen from imitations which lack the specific merits of the original. This distinction cannot be made too often or too distinctly for dealers who handle the pen, as you could not afford to apply to any other pen the assurances with which you safeguard the purchasers of Waterman's Ideal.

So don't forget to say "Ideal" as often as euphony permits.

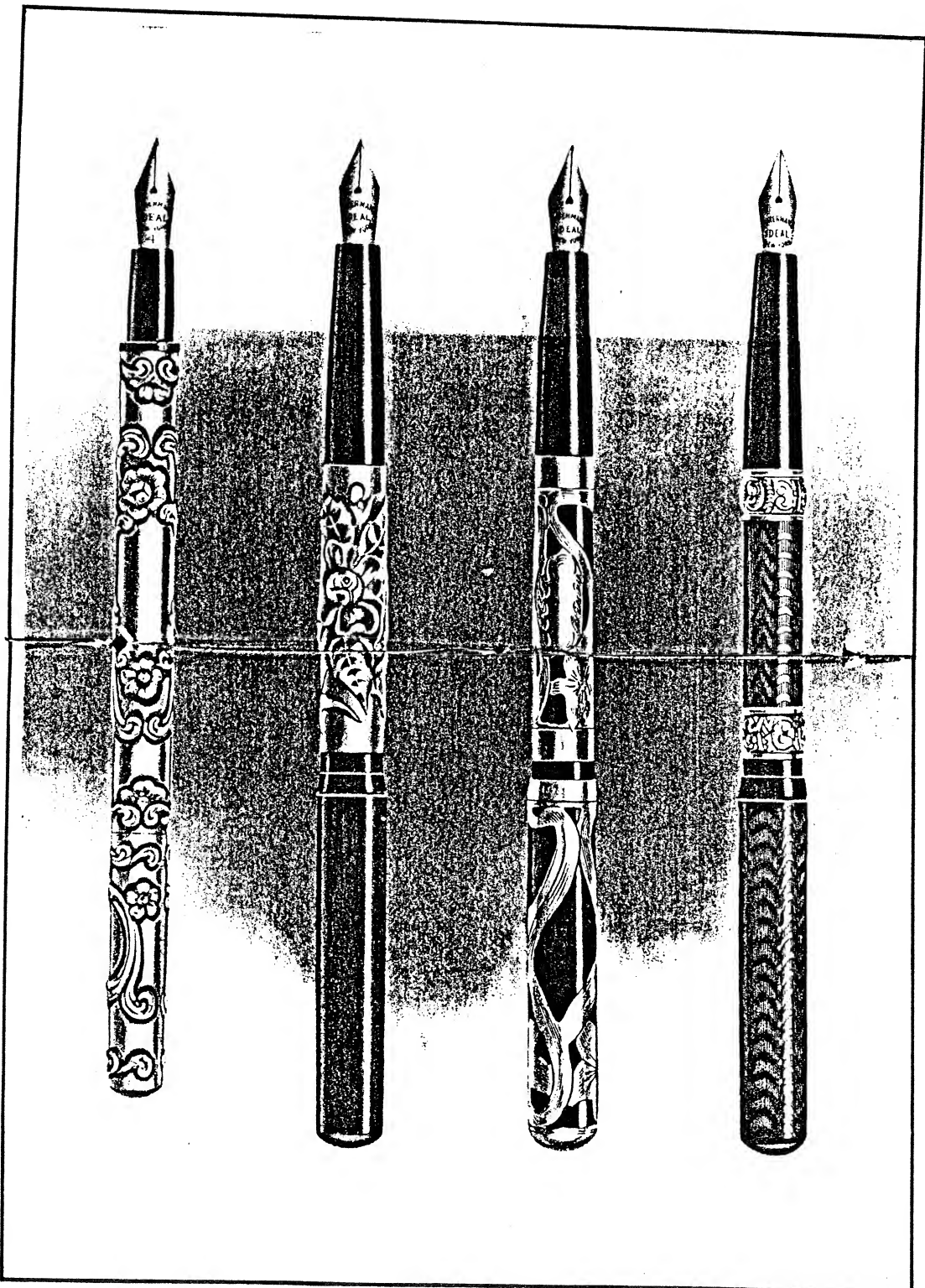
Cone Cap Holders, Black Rubber, Crescent Engraved
Gold Bands, Chased Barrel and Cap.
SEE TOP ILLUSTRATION.

| | |
|--|--------|
| No. 12, containing our No. 2 gold pen..... | \$3 50 |
| No. 13, containing our No. 3 gold pen..... | 4 50 |
| No. 14, containing our No. 4 gold pen..... | 5 00 |
| No. 15, containing our No. 5 gold pen..... | 6 00 |
| No. 16, containing our No. 6 gold pen..... | 7 00 |

GIFT-PENS

Cone Cap Holders, Black Rubber, Silver Pillgrae
Mounting, with Name Plate.
SEE SECOND ILLUSTRATION.

| | |
|--|--------|
| No. 12, containing our No. 2 gold pen..... | \$5 00 |
| No. 14, containing our No. 4 gold pen..... | 7 00 |
| No. 15, containing our No. 5 gold pen..... | 8 50 |
| No. 16, containing our No. 6 gold pen..... | 9 50 |



Cone Cap Holder, Black Rubber, Sterling Silver
Mounted Barrel, Plain Cap.
SEE THIRD ILLUSTRATION.

| | |
|---|--------|
| No. 414, containing our No. 4 gold pen..... | \$8 00 |
|---|--------|

FOR EASTER

Indian Scroll Pattern, Sterling Silver.
SEE HOTTON ILLUSTRATION.

| | |
|---|---------|
| No. 404, containing our No. 4 gold pen..... | \$11 00 |
| Indian Scroll Pattern, Solid 14-karat Gold. | |
| No. 504, containing our No. 4 gold pen..... | \$45 00 |

Pen Push

EASTER GREETINGS

Easter Pen Sales.

Dealers should make the most of Easter as a pen-selling opportunity. The custom of giving presents at this season is extending very rapidly, and the favorite choice for an Easter gift is some article of moderate cost, but permanent value. A Waterman Ideal Fountain Pen meets these requirements exactly.

By all means make an Easter window. There is no time when people appreciate something fresh and pretty to look at as much as in the earliest spring. This is the season when the streets are full and the weather invites loitering. It is the time of all others for successful window display. Use potted plants or natural flowers if you can—they will not cost much—but at all events have the window spick and span in its appointments. Don't let Easter morning find it in old clothes. A suggestion for a spring window is given elsewhere in the PEN PROPHECY.

Is your pen stock in perfect order for this spring trade? If there is a gap in it anywhere, that is where the demand will strike you. This isn't a peculiarity of pen stocks alone, it is part of the natural perversity of inanimate objects. A little forethought will make your line complete and prepare you to grasp every opportunity that Easter brings.

Our Orange Grove Window.

This is the way the New York Sun comments upon a recent window display in the Waterman building at Cortlandt Street and Broadway:

A neat method of exchanging benefits in advertising has been devised by a down-town firm. It is simple and it certainly seemed satisfactory. The articles in which the concern deal are useful

but hardly attractive, and for all that the firm has to keep them in the public mind or the public would be sure to get along without them. So anything that draws attention to the concern's show windows is welcome there.

A few days ago it afforded hospitality to a large branch of an orange tree with the specimens of the ripe fruit still clinging to it. A notice attached announced that this was contributed by Blank, the celebrated fruit dealer, from his own particular orange groves.

There was nothing wonderful about the exhibit and the cost was infinitesimal. But the contrast of the ripe fruit amid the green leaves drew crowds to the windows to see growing oranges and incidentally to look over the proprietor's stock in trade.

Approbation is sweet, and the approval of the "Live Topics About Town" man is worth having, but when he says that a Waterman Ideal Fountain Pen is not an attractive object he reveals the fact that he is no member of the Dip-no-more Society.

When he joins—as he will in time—he will discover that the public has to have pens, whether they are advertised or not.

But he is sound on the main proposition. Whatever draws a crowd to the window—provided always it is something of a seemly character—is a good window display.

T. C. Keys is selling Waterman Ideals by the gross down near the Suwannee River, where the sweet oranges grow. About Christmas time Mr. Keys sent several crates of these (oranges, of course, for Waterman Ideals are sent from here and not from there) to the Home Office and all the employees said, "My, but aren't they good, and isn't he good to send them."

A trade paper to be complete must not only reflect all that is going on in the particular field to which its efforts are devoted, but also be an aid in every way it can to its readers. The PEN PROPHECY is going to be that kind of a trade paper.

Wield an Ideal Pen and you wield a facile pen.



An Easter Window.

Cover the floor of the window with green cloth or paper. Green is such a useful color for window dressing that it is economical to have a large square of it in some fast-colored fabric which makes good folds, but if this is not at hand crepe paper will look just as well while it lasts.

The main feature of the display is the large lettered card with the pot of lilies on either side. Other details must be kept subordinate to this. If the window is very large, and lilies are not too expensive, a group of pots instead of single ones will add to the beauty of the display.

On the floor of the window in the foreground place a few pots of spring bulbs, tulips, hyacinths or daffodils in groups or rows. Alternating with the pots of natural flowers, have others of the same size filled with well-packed sand or earth. Cut from green paper leafshaped pieces like the leaves of the natural flowers. Wire the

ends and stick the wires in the earth of the pots. Wire two or three pens for every pot and arrange them among the foliage to represent the flowers.

In the background use any Waterman Ideal advertising matter which gives a good effect, but do not overcrowd the window.

Good Models.

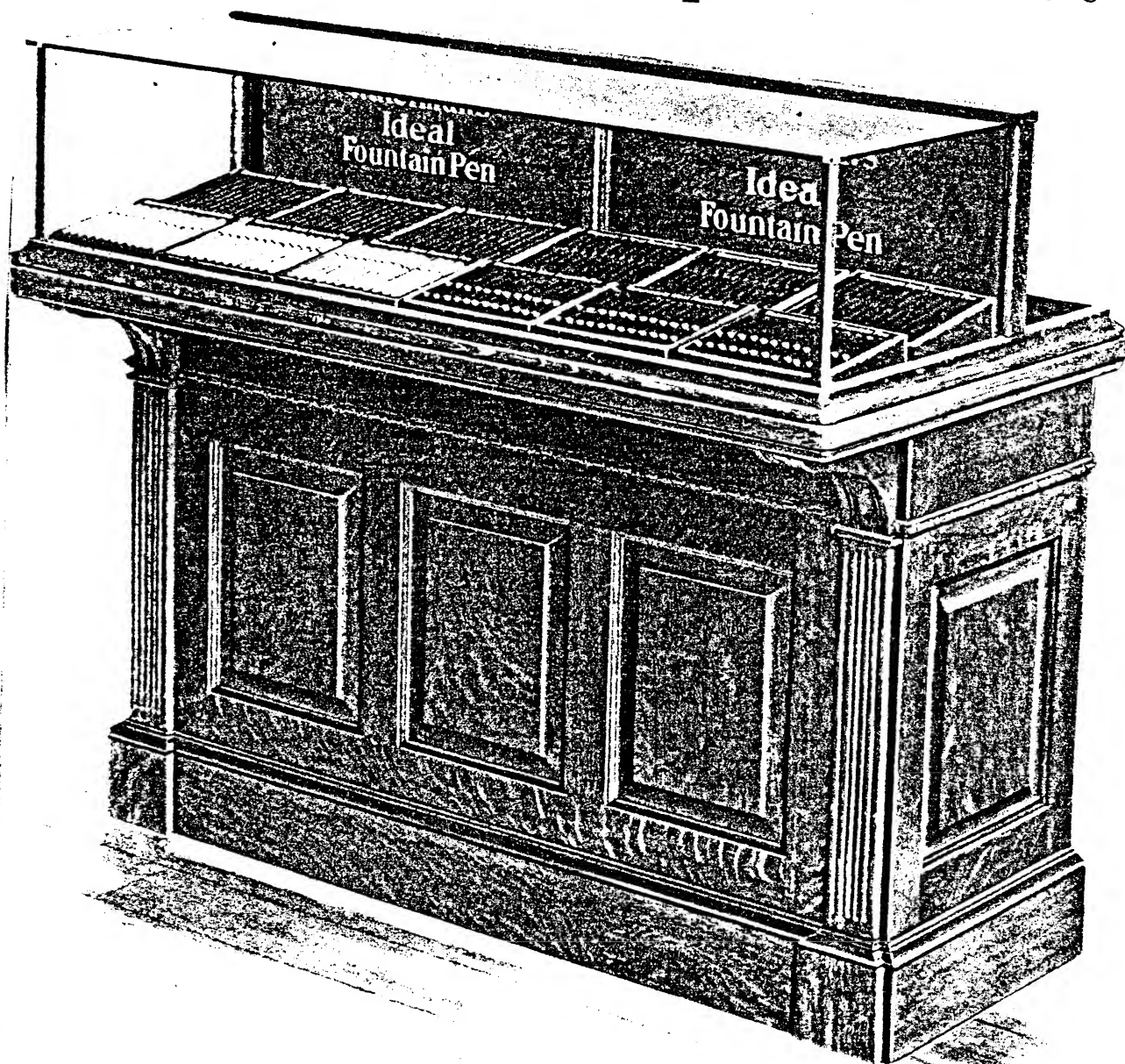
Below are two reading notices used by dealers who sell Waterman Ideal Pens. They are brief, timely and to the point—as good models, in short, as can be found for the three or four line reading notice, which is always an effective means of advertising when judiciously used:

THE MOST APPROPRIATE EASTER GIFTS are articles for personal use. Nothing is more graceful or suitable than Waterman's Ideal Fountain Pen. For sale by A. G. Smith, 12 Main St.

THE BEAUTIFUL CUSTOM OF REMEMBERING one's friends at Easter is annually growing in favor. No gift is more suitable for this purpose than Waterman's Ideal Fountain Pen. For sale by Emerson & Co., Earl Block.

(See last page for Prize Contest.)

Waterman's Ideal Pen Department



Complete.

Practical, Profitable

Equipment consists of an all glass show case with plush trays, to be placed on counter or on special base of design shown above. This method of handling and displaying your stock transforms your pen business into a department of primary interest to your customers as well as profit to yourself.

Transplant your pen business from its present position, where it is mixed up with other stock, to this neat and convenient department of its own. It will develop a vigor that will surprise you.

Blue print drawings of base, with all necessary details for installing department, will be forwarded to dealers interested, who are willing to invest in the necessary thirty or forty dozen assortment.

Suggestions for Arrangement

The rear extension shelf is a great convenience for depositing surplus pens when caps are removed ready for testing; also for holding ink well, cup of water and other articles used when cleaning or showing pens.

The top row of drawers in the cabinet part of the counter should be divided into plush or felt lined apartments for fine, medium, stub and coarse pens, using separate drawers for the pens of different size and price in the most popular designs. Of these you should always carry the largest assortment.

The two larger drawers are used for pen boxes with fillers, leather and morocco cases, pen pockets, surplus testing pads, tissue paper, chamois polish, *Waterman's Ideal Salesmanship*, and other needful articles.

The lower cabinet is suggested for selling stock of fountain pen ink, desk fillers, traveler's fillers, etc.

L. E. Waterman Co.

173 Broadway, New York.



\$500 in Prizes

Q Each of seven issues of the Pen Prophet during 1903 will offer Fifty Dollars in cash prizes for the best answers to a group of questions founded on the lessons in the book entitled *Waterman's Ideal Salesmanship*. The questions will be entirely new, and will differ as much as possible from those used on the Examination papers. Every pen clerk should compete. A copy of this book will be sent without charge to any intending competitor, or to any dealer or employee who sells Waterman Ideal Pens.

Fifty-six Cash Prizes in all

*offered in seven issues,
at least eight each month*

First prize, March contest. . . \$10 00
Second prize, March contest. . . 9 00
Third prize, March contest. . . 8 00
Fourth prize, March contest. . . 7 00
Fifth prize, March contest. . . 6 00
Sixth prize, March contest. . . 5 00
Seventh prize, March contest. . . 3 00
Eighth prize, March contest. . . 2 00

Grand Prizes

In addition to these cash prizes there will be offered at the close of the contest *Grand Prizes* as follows to the winners of the greatest number of cash prizes:

*Five ten-dollar
Waterman Ideal Fountain Pens*

*Fifteen five-dollar
Waterman Ideal Fountain Pens*

*Ten two-and-half-dollar
Waterman Ideal Fountain Pens*

Eligibility

Every dealer who sells Waterman's Ideal Fountain Pen is entitled to compete for these prizes, and every employee of every dealer is equally eligible, provided pen selling is part of his duties. Two or more employees from the same store stand just as good a chance of prize winning as if they worked a thousand miles apart. The only restriction in this competition is that it is for people who sell Waterman Ideal Pens.

The March Contest

consists in answering the following three questions based on Lessons 1, 2 and 3 in Waterman's Ideal Salesmanship:

Would you rather please a customer or make a sale? Why?

Have you ever had an experience similar to the one on page 16 of Waterman's Ideal Salesmanship? If so, please relate it.

How does the one-price principle help the pen clerk?

Think about these questions. Two of them are about fundamental business principles on which all commercial success is founded. The other relates to your own experience as a pen clerk.

March Contest closes April 30. Be sure to get your answers in in time. Write plainly on one side of the paper; give your name and address as you use it in correspondence with us if you are a dealer, your employer's name and address if you are a clerk.

Eighty-six prizes in all for the competitors in this contest, with wider business knowledge for every winner, and for the less fortunate as well.

L. E. Waterman Company
173 Broadway, New York City